

March 2010

FOR IMMEDIATE RELEASE

**4 STAR ARMATHWAITE HALL COUNTRY HOUSE HOTEL AND SPA IN THE LAKE DISTRICT APPOINTS
GENERAL MANAGER**

Simon Steele formally of Hand Picked Hotel's Chilston Park, Kent has become the first General Manager at Armathwaite Hall Country House Hotel and Spa since the Graves Family purchased the property in 1976.

Steele's appointment is the latest in a line of improvements to the Hall since the Graves Family took over. With the Hall originally consisting of only 25 bedrooms and closing in the winter due to the lack of trade, the now 42 bedroom hotel has an individual style with a fine dining restaurant, brasserie restaurant, six conference rooms, three civil wedding venues and with the recent addition of a world class spa it is set to become an internationally renowned spa destination.

Following the opening of the 5 million pound spa development last year the hotel director Carolyn Graves, who has up until this time managed the hotel personally, decided that the appointment of a General Manager would be hugely beneficial to the future expansion of the hotel.

Steele joined the team at Armathwaite Hall in November 2009 and has since moved his family to Cumbria. Says director Carolyn Graves "the fact that Simon has relocated his family speaks for itself. We are very excited about the future and I look forward to working with him to further enhance the already high reputation of the Hall".

Steele was inspired to work in the hotel industry as a child as a result of frequent travel with his ex-pat parents to lavish hotels in the Middle East. "Working in the hotel industry has stopped being a job for me; it is now a way of life".

###

About Armathwaite Hall Country House and Spa

One of the original stately homes of England Armathwaite Hall Country House Hotel and Spa is as romantic as the surrounding countryside. This Luxury 4 star Lake District Country House is magnificently set in the secluded splendour of 400 acres of deer park and woodland, bordered by the beauty of Bassenthwaite Lake and framed by the dramatic Skiddaw Mountain and Lake District fells.

The Spa at Armathwaite Hall is open to locals as well as residents, with the choice of physical exercise or relaxation. The current facilities include: 16 metre infinity edge pool, thermal suite including hydrotherapy pool, steam room, sauna room, aroma room, heated bench and experience showers, outdoor hot tub, wallow pool, state of the art gymnasium, exercise studio, 'hush' tranquillity room, holistic salon, ten treatment rooms including a couples room and outdoor sensory garden.

The new Court Yard Bar and Brasserie which opened in July 2009, is open daily from 10am to 10pm, serving informal food from cappuccino to contemporary dining. The outstanding design and modern décor creates an inviting and relaxed atmosphere.

Contact details for Armathwaite Hall Country House and Spa

Contact; Leeann Lennox-Burrough Available Monday- Friday 9-5.30

Tel: 44 (0)17687 76551

leeann@armathwaite-hall.com

Armathwaite Hall Country House Hotel and Spa,

Bassenthwaite Lake, Keswick

CUMBRIA, CA12 4RE

Web: www.armathwaite-hall.com

email: reservations@armathwaite-hall.com

Web: www.luxuryspauk.co.uk

email: thespa@armathwaite-hall.com